

Claims:

1-17. **(Canceled)**

18. **(Original)** A fusion protein which activates transcription comprising a first polypeptide which is a Tet repressor operatively linked to a second polypeptide which activates transcription in eukaryotic cells.

19. **(Original)** The protein of claim 18, wherein the Tet repressor is a Tn10-derived Tet repressor.

20. **(Original)** The protein of claim 18, wherein the second polypeptide comprises a transcription activation domain of herpes simplex virion protein 16.

21. **(Original)** The protein of claim 19, wherein the second polypeptide comprises the C-terminal 130 amino acids of herpes simplex virion protein 16.

22. **(Original)** The protein of claim 18, wherein the second polypeptide comprises a transcription activation domain selected from the group consisting of an acidic transcription activation domain, a proline-rich transcription activation domain, a serine/threonine-rich transcription activation domain and a glutamine-rich transcription activation domain.